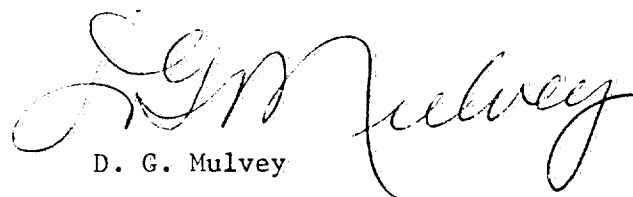


Region Managers  
TO: Section Sales Managers  
Managers of Sales Development

This is your official copy of the Product Promotion Plan for the period of June 2 through July 25, 1969. Please destroy the other copy given to you at the meeting last Thursday.

  
D. G. Mulvey

4002400047

PRODUCT PROMOTION PLAN

FOURTH NATIONAL SALES CYCLE

The fourth national sales cycle for 1969 will contain three major phases which will render "maximum impact" support for brands featured.

- Phase One - Management Account Sell-In  
May 12 through May 30
- Phase Two - Management Account Follow-Up and Sell-Through  
June 2 through June 30
- Phase Three - Retail Sale and Merchandising Campaign  
June 2 through July 25

Virginia Slims Filter and Menthol will be featured as First Major Brand. In the short six months that this brand has been in national distribution, it has scored the unprecedented achievement of gaining 3% of all women smokers! It is undoubtedly, in terms of consumer impact, the most dynamic brand in the industry. And, we're going after another 3%!

To achieve this, we have built support for Virginia Slims Filter and Menthol during this period around a hard-hitting self-liquidating consumer offer - the "Coro Slim Look Chain Rope" offer. Coro, one of the largest and best known manufacturers of costume jewelry, has created the hottest sensation in the world of fashion - the slim look chain rope.



Coro "Slim Look" Chain Rope Offer  
from Virginia Slims.

Your choice: 1 Coro "Slim Look" Chain Rope for \$1.00 and 2 bottom panels from Virginia Slims packs (Regular or Menthol) or 3 different Coro Chains for only \$2.50 and 2 bottom panels of Virginia Slims Packs.

To order, see reverse side for details.

In addition, we have developed a trade offer utilizing the Coro Chain Ropes.

The second major cigarette effort will be on behalf of Marlboro Red 85's. Sales force activities will support our sponsorship of the 1969 Emmy Awards Program on CBS TV Sunday night, June 8, and a repeat of the Frederic Remington Print offer.

Support for Clark Gum during this sales cycle will feature sugar gum at the management account level and Di-et Gum at the retail level.

PHASE ONE

MANAGEMENT ACCOUNT SELL-IN

Phase One management account sell-in activities will begin May 12 and run through May 30. The objectives of the management account sales team and others assigned to promotable retail groups and distributors-retail are as follows:

VIRGINIA SLIMS FILTER AND MENTHOL

- Utilizing the Virginia Slims trade brochure, close any remaining distribution gaps on Virginia Slims Filter and Menthol and sell in extra quantities of Virginia Slims to support the "Coro Slim Look Chain Rope" offer and the retail efforts of our sales force.

NOTE: The Virginia Slims trade brochure will be mailed to all direct buying accounts on May 9. All management personnel will receive a quantity of brochures prior to May 12.

- Establish display arrangements with chain groups for June and July contingent upon the acceptance of our new merchandising agreements which are effective June 2. These displays are to feature the Virginia Slims 24 pack Coro merchandiser with order blanks (see display tips).
- Arrange for store sales in high volume package outlets in accordance with store sale schedule outlined in retail section of this plan (Phase Three).

MARLBORO

- Close existing distribution gaps on Marlboro at the management account level. Emphasis must be placed on those accounts who still do not stock both packings, Marlboro Red and Gold.
- Sell-in extra quantities of all Marlboro packings to support our Emmy Award sponsorship, a repeat of the Remington Print Offer and field sales efforts.
- To support and create interest in the Emmy Award program, a special Marlboro Emmy Awards trade sweepstakes has been developed for direct accounts and their customers (attached). The sweepstakes features a Continental Mark III as the prize for the winning entry. To assure the widest possible distribution of Emmy Award flyers with entry blanks, area managers - distributor sales should select 10 to 15 of their most promotable distributors and solicit their cooperation in placing one flyer in each order they ship to their customers during the weeks of May 19 and May 26. They should leave only enough flyers with each distributor to cover his accounts

0002400049

once. It is important that the distributor's salesmen receive a copy of this flyer. His help in selling in additional quantities of Marlboro to his accounts will result in increased product availability and sales.

NOTE: Each area manager - distributor sales will receive 5,000 flyers. Area managers - chain sales will receive 300 flyers for distribution at chain headquarters and in their retail stores. A separate flyer will be mailed to all direct accounts on May 13.

#### CLARK GUM

- . Solicit orders, as well as chain and distributor support for Clark's sugar gum 10-15% promotion (see attached trade circular).
- . Try to get distributors to pass on a portion of their allowances to their salesmen in order to insure that they quickly sell through the sugar gum purchased to take advantage of the promotion.
- . In addition to the 10-15% promotion, area managers - chain sales are to utilize the Gum Ranking Chart to gain initial distribution of Teaberry and Cinnamint in chain groups that have not yet accepted Clark Gum (refer to the attached Gum Ranking Chart and Fact Sheet).
- . Sell-in sufficient quantities of Clark's Di-et Gum to support our retail sales team efforts.

#### MILITARY

- . Military representatives and others responsible for contacts on military outlets must continue their efforts toward complete distribution of our cigarettes, tobacco, gum, blades, and toiletry items by:
  - . Encouraging military accounts to participate in our current Clark's Sugar Gum - Military Special Offer - 2-4-6-8 Progressive Allowance.
  - . Using incentive items (I.D. Card Wallets and Benson & Hedges Playing Cards) to set up unmanned store sales in military outlets on the cigarette brands featured in this plan.
  - . Following through on the sale of American Safety Razor blades and toiletry items in Air Force Commissaries and encouraging the use of our blade racks for setting up departments.

0002400050

PHASE TWO

MANAGEMENT ACCOUNT FOLLOW-UP AND SELL-THROUGH

Phase Two, management account follow-up and sell-through during the month of June, will continue the emphasis on products featured in this Promotion Plan. Management account objectives for the second period are:

VIRGINIA SLIMS

- . Continue efforts toward 100% authorization and availability of both Virginia Slims packings.
- . Review standing orders on Virginia Slims, as well as our other cigarette brands, to insure that sufficient warehouse inventory continues available to support planned chain displays and our sales effort.
- . Insure that Virginia Slims Filter and Menthol are properly listed on chain order guides and distributor's order blanks.

MARLBORO

Follow up the program outlined in Phase One of the sell-in period. Emphasize full distribution in depth in all chains and distributors.

CLARK GUM

- . Continue soliciting orders on behalf of Clark's sugar gum offer.
- . To insure a sell-through of Clark's sugar gum purchased to take advantage of the 10-15% promotion, special follow-through activities must be carried out on behalf of distributor salesmen's drives arranged during Phase One.
- . Continue to sell in Clark's Di-et Gum to support our retail sales efforts.

MILITARY

- . Continue efforts toward closing remaining gaps in Air Force Commissaries regarding American Safety Razor blade and toiletry items.
- . Maintain efforts on all Clark Gum flavors, especially regarding sugar gum (Military Offer - 2-4-6-8 Progressive Allowance).
- . Continue use of military incentive items to increase sale of brands featured in this program.

002400051

SPECIAL DISTRIBUTOR ACTIVITY

As Phase Two of this Product Promotion Plan falls during the beginning of the important vacation season, area managers - distributor sales should place emphasis on those distributors who service the resort or vacation areas in their assignments. They should:

- . Order in extra quantities of all our cigarette brands, smoking tobaccos, and gum flavors to assure adequate inventories are available to service these areas.
- . Where possible, set up special resort coverages by distributor salesmen on behalf of our cigarette brands.
- . Utilize the 10-15% sugar gum promotion to arrange for special resort coverage by distributor salesmen.

002400052

PHASE THREE

RETAIL ACCOUNT PROGRAM

June 2 - July 25, 1969

The retail sales teams will support the brands featured in this Product Promotion Plan by carrying out the activities listed below.

VIRGINIA SLIMS FILTER AND MENTHOL

- . All salesmen will attempt to sell the retail dealer for cash a minimum of five cartons of Virginia Slims. The product mix should be determined by the situation in each call.
- . Effective product displays are a must and salesmen should utilize the outstanding "Coro Slim Look Rope" consumer promotion as a reason to secure a 30 pack merchandiser or equivalent display plus Coro offer carton card with order blanks in all retail accounts.
- . In supermarket calls, an attempt should be made to write in extra orders on the goods order sheet for both packings of Virginia Slims. Where possible, secure checkout displays utilizing the special 24 pack Coro merchandiser, improve shelf positions, increase facings on Virginia Slims, and place other "Coro Slim Look Chain Rope" offer material.
- . The widespread enthusiasm created by the Cantrecre Stocking Offer to trade personnel has prompted us to utilize the same program again using the Coro Chain Ropes. Special envelopes have been developed for distribution by all salesmen to female clerks in cigarette departments. This offer features 2 Coro Slim Look Chain Ropes free for six empty packages of Virginia Slims Filter or Menthol.

If the lady cigarette department clerk takes advantage of the Coro consumer promotion, her increased interest will result in better inventories for Virginia Slims.

- .. All salesmen will conduct consumer two pack store sales in high traffic single package outlets for the entire eight hour day on June 13, 20, 27 and July 11, 18, and 25. Assign each salesman two (2) locations each day. He will devote approximately four hours to each sale, offering the consumer one package free with the purchase of two packs of either Virginia Slims Filter or Menthol.

With every sale made, the salesman should give the consumer a Virginia Slims sampling leaflet, which contains an order form for the "Coro Slim Look Rope Chain" offer.

Reimbursement for Virginia Slims gratis used in store sales will be made through the salesman's expense voucher (per attached example copy of expense voucher).

In non-store sale states (Pennsylvania, Maryland, Nebraska, and Louisiana) retail salesmen will continue regular retail coverage during store sales

0002400053

- . All new contracted displays in effect during this plan will feature Virginia Slims Filter and Menthol and Coro carton cards, shelf talkers or change tray strips with entry blanks.
- . Switch-selling of all female consumers should be accomplished with Virginia Slims Filter or Menthol.

Consumer response to Virginia Slims Filter and Menthol during this period will be in direct proportion to the retail level support rendered and the display activity carried out by our sales force. Therefore, we must make every effort to sell and display Virginia Slims in every outlet.

#### MARLBORO

- . Salesmen will attempt to sell the independent retailers extra quantities of all Marlboro packings with emphasis on Marlboro Red 85's.
- . Every effort must be made to place a 30 pack merchandiser containing Marlboro Red Box and Pack plus Remington Print carton card with order blanks in all outlets.
- . In supermarket calls, efforts must be made to write in extra quantities on order guides for Marlboro. Where possible, place displays including Remington Print offer material. If displays are not possible, utilize store bulletin boards to place Remington Print material with order blanks.
- . Division managers will receive a limited quantity of miniature billboards and Remington Print billboard cards for placement in key retail accounts.

#### CLARK GUM

Salesmen will make the following offer on behalf of Clark's Di-et Gum to retailers:

With the purchase of three (3) boxes of assorted Di-et flavors, we will offer the retail dealer one box (20 packages) of sugar gum free.

Salesmen should merchandise all Clark Gum flavors in existing confectionery racks, and, where possible, set up special displays on Di-et flavors utilizing our 3 tier, 6 box wire rack. They should also use metal rack tags to label gum racks for our sugar flavors.

All charges for gratis gum used should be reported as indicated on the attached example copy of the salesman's expense voucher.

#### GENERAL

During this Product Promotion Plan, all members of our management and retail sales teams will be actively participating in the signing of our new Merchandising Agreements which become effective June 2. As soon as a chain group or retailer agrees to the terms of our new contract, displays should be erected.



All change tray or counter merchandisers will feature Virginia Slims Filter and Menthol plus appropriate Coro offer material during June and July (see illustrations).

Those retail salesmen in your section who have resort or vacation areas in their assignment should be assigned to a special resort coverage to assure availability of our products during this important selling season.

You should establish a coverage pattern for these salesmen in accordance with the provisions of the "Seasonal Coverage Plan", page 2.3.1 (24) in the Manager's ASK Manual.

At the end of the promotion period, submit the attached recap to your region manager.

Please send copies of your instructions to your organization to the writer.

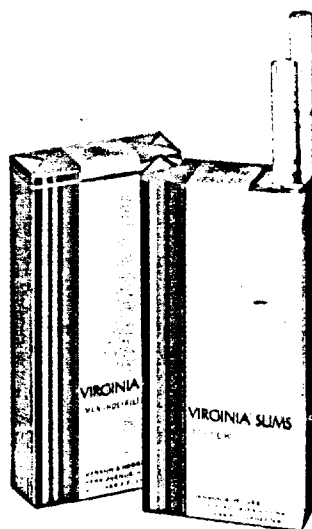
  
J. P. Jeb Lee

JPJL/alw  
Att.

0002400055

# The Sweet Smell of Success 3% of women smokers in six months!

Virginia Slims has come a long way, Baby.



# And we're going after another 3%



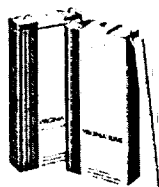
Lucille Watson  
had to sneak out to the chicken coop  
to smoke a cigarette.

You don't have to play hide and smoke anymore.  
Now there's even a cigarette for women only.



## New Virginia Slims.

This is the slim cigarette made just  
for women. Blended with the kind of  
flavor you'll like. Full rich Virginia  
flavor. Tailored slimmer than the fat  
cigarettes men smoke. Extra long.  
In the distinctive stopped pack.  
Regular or Menthol.



You've come  
a long way, baby.



The woman is neither sufficiently sensible nor sufficiently responsible to vote. Of politics and issues she is, by nature, ignorant. Give a woman the right to vote and, by heavens, next thing you know, she'll want to smoke like a man. —Wm. D. Miller

By heavens, Nolan was right. First, you women  
got the vote, and now you've got a cigarette all your own.



## Virginia Slims.

Slimmer than the fat cigarettes  
men smoke. They're tailored slim  
to fit your handy, your lips, your  
pocket. And blended with the  
full, rich Virginia flavor women  
like. Extra long. Light one up.  
Regular or Menthol.



You've come  
a long way, baby.

# ...In print

**Special Coro Rope Chain Offer  
from Virginia Slims.**  
The slim cigarette made just for women.

**Coro "Slim Look" Rope Chain Offer  
from Virginia Slims.**

Your choice: 1 Coro "Slim Look" Rope Chain  
for \$1.00 and 2 bottom panels from  
Virginia Slims packs (Regular or Menthol)  
or 3 different Coro Chains for \$2.50 and  
2 bottom panels of Virginia Slims Packs.

**You've come  
a long way, baby.**

## Coro "Slim Look" Rope Chain Offer from Virginia Slims.

Your choice: 1 Coro "Slim Look" Rope Chain for \$1.00 and 2 bottom  
panels from Virginia Slims packs (Regular or Menthol) or 3 different  
Coro Chains for \$2.50 and 2 bottom panels of Virginia Slims Packs.

# At point of sale

0002400057

# PHILIP MORRIS

U.S.A.

100 PARK AVENUE, NEW YORK, N.Y. 10017

MAX L. BERKOWITZ  
VICE PRESIDENT - SALES  
TOBACCO & ALLIED PRODUCTS

May 5, 1969

Dear Customer:

Virginia Slims, in just six months, has become a remarkable success and is now the regular brand for more than three percent of all women smokers. The growth potential for Virginia Slims is so evident that I thought it appropriate to advise you of our future promotion plans.

Philip Morris' support of Virginia Slims will be as aggressive in the months ahead as it was during the launching and introductory period. Five new commercials - first seen on the national telecast of the Tony Awards to honor the Broadway Stage - are now running on Philip Morris' nighttime shows. Added to that strength are Spot TV in markets and daytime television. Finally, a solid schedule of national magazines stands behind the brand.

Because Virginia Slims is the most exciting new brand on the market, it is the leading impulse cigarette at point of sale. Obviously, this means increased volume and profits for you when you display them. Our June-July merchandising program recognizes that fact and is designed to attract new customers to the brand.

We hope you'll give the special support to these promotional efforts as we are very well aware that your participation in the past has in large measure been responsible for Virginia Slims success.

Very sincerely,

*M. L. Berkowitz*  
M. L. Berkowitz

002400058

**Since April 1, Virginia Slims  
has added daytime TV  
for added reach and frequency  
to women.**

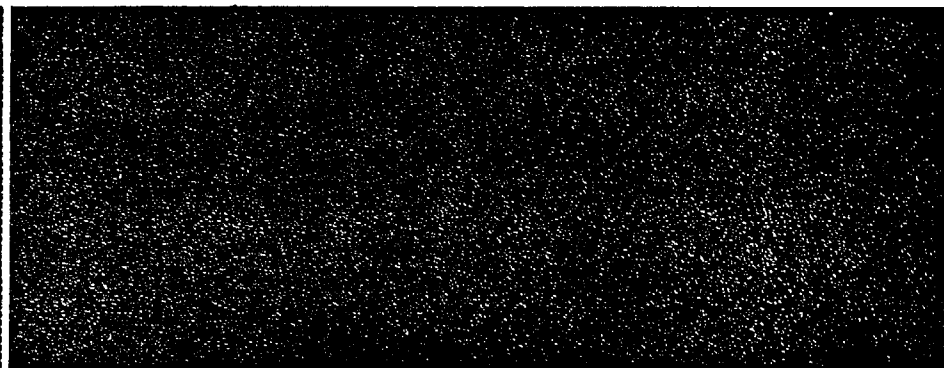
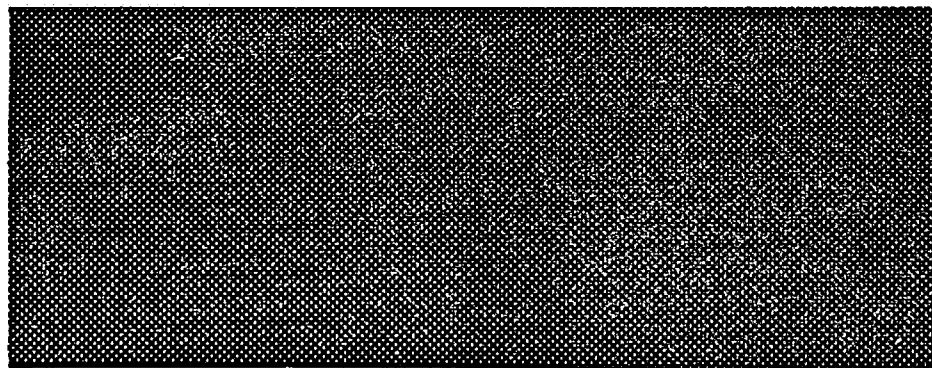
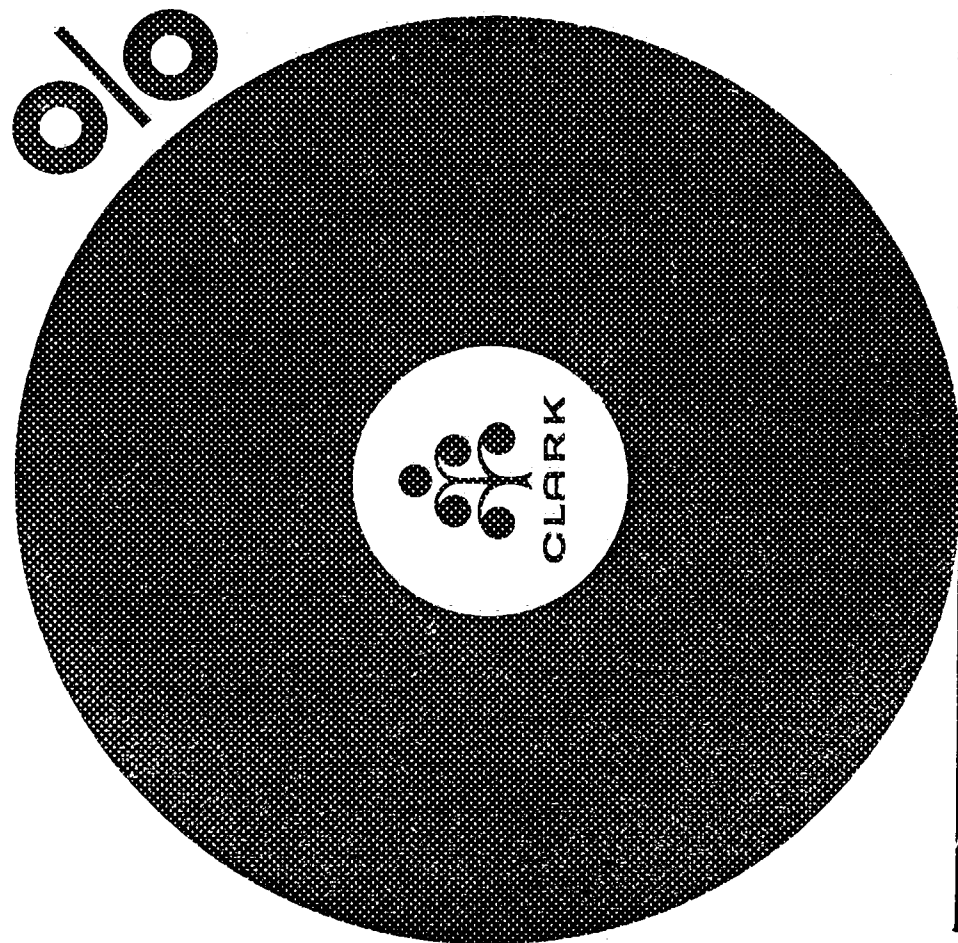
This is an addition to the regular heavy schedule in network  
primetime TV, spot nighttime TV, and national magazines.

Art Linkletter Show  
Search For Tomorrow  
Guiding Light  
Love Is A Many Splendored Thing  
Secret Storm  
CBS Mid-day News  
CBS Morning News

002400059

# IMAGE NOT AVAILABLE ONLINE

The material referenced in the associated index listing is available in the Minnesota Tobacco Document Depository. Please see this website's home page for additional information regarding the Depository.



**10%**

**OFF INVOICE**



( 20-COUNT and 6-PACK )

**15%**

**OFF INVOICE**



( 20-COUNT and 6-PACK )

**THE MORE YOU BUY AND PROMOTE  
THE MORE YOU MAKE**

0002400062





# PHILIP MORRIS

U.S.A.

Circular # 363

100 PARK AVENUE, NEW YORK, N. Y. 10017. TELEPHONE (212) 679-1800

May 12, 1969

TO OUR CUSTOMERS:

CLARK GUM is pleased to announce a new special promotion:

20 COUNT And 6-PACK  
10% OFF INVOICE for TEABERRY and CINNAMINT  
15% OFF INVOICE for FRUIT PUNCH and PEPPERMINT

## TEABERRY and CINNAMINT

	PACKING-----	SAVE-----	PAY
20 Count Box	\$ .06/Box		\$ .54/Box
6-Pack Carton	\$ .36/Carton		\$3.24/Carton
	(OFF INVOICE)		

## FRUIT PUNCH and PEPPERMINT

	PACKING-----	SAVE-----	PAY
20 Count Box	\$ .09/Box		\$ .51/Box
6-Pack Carton	\$ .54/Carton		\$3.06/Carton
	(OFF INVOICE)		

Promotional Period: Orders received for immediate shipment between May 12 and June 30, 1969.

Payment: Purchase Allowance--Off Invoice

Packings: 20 Count Box/30 Box Case (Teaberry and Cinnamint also available in 60 Box Case)  
20 Six-Packs/Carton -- 10 Cartons/Case

Territory: Selected Areas

Terms: 2% - 15 Days

All orders subject to acceptance by our New York and/or Richmond Office and to prices, styles and sizes in effect on date of shipment.

No representative or employee of this Company has any authority to alter any circular, letter or price list issued by this Company.

PHILIP MORRIS U.S.A.

MARLBORO BENSON & HEDGES PARLIAMENT VIRGINIA SLIMS MULTIFILTER PERSONNA BLADES

Source: <https://www.industrydocuments.ucsf.edu/docs/qtxk0000>

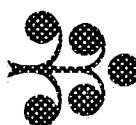
0002400063

CLARK



%

CLARK



%

100240064-A

# CLARK GUM BRANDS WILL BE SEEN ON THESE OUTSTANDING TELEVISION SHOWS



**MISSION IMPOSSIBLE**  
Sunday



**MAYBERRY RFD**  
Monday



**FAMILY AFFAIR**  
Monday



**RED SKELTON**  
Tuesday



**GREEN ACRES**  
Wednesday



**THURSDAY/FRIDAY NIGHT MOVIES**  
Thursday and Friday

0002400064

**10%**

**OFF INVOICE**



( 20-COUNT and 6-PACK )

**15%**

**OFF INVOICE**



( 20-COUNT and 6-PACK )

**THE MORE YOU BUY AND PROMOTE  
THE MORE YOU MAKE**

602400065



# PHILIP MORRIS

U.S.A.

Circular # 363A

100 PARK AVENUE, NEW YORK, N. Y. 10017 TELEPHONE (212) 679-1800

May 12, 1969

TO OUR CUSTOMERS:

CLARK GUM is pleased to announce a new special promotion:

20 COUNT and 6-PACK  
10% OFF INVOICE for TEABERRY and CINNAMINT  
15% OFF INVOICE for FRUIT PUNCH, PEPPERMINT and TENDERMINT

## TEABERRY and CINNAMINT

	PACKING-----	SAVE-----	PAY
20 Count Box	\$ .06/Box		\$ .54/Box
6-Pack Carton	\$ .36/Carton		\$3.24/Carton
	(OFF INVOICE)		

## FRUIT PUNCH, PEPPERMINT and TENDERMINT

	PACKING-----	SAVE-----	PAY
20 Count Box	\$ .09/Box		\$ .51/Box
6-Pack Carton	\$ .54/Carton		\$3.06/Carton
	(OFF INVOICE)		

Promotional Period: Orders received for immediate shipment between May 12 and June 30, 1969.

Payment: Purchase Allowance--Off Invoice

Packings: 20 Count Box/30 Box Case (Teaberry and Cinnamon also available in 60 Box Case)  
20 Six-Packs/Carton -- 10 Cartons/Case

Territory: Selected Areas

Terms: 2% - 15 Days

All orders subject to acceptance by our New York and/or Richmond Office and to prices, styles and sizes in effect on date of shipment

No representative or employee of this Company has any authority to alter any circular, letter or price list issued by this Company.

PHILIP MORRIS U.S.A.

# CLARK GUM BRANDS WILL BE SEEN ON THESE OUTSTANDING TELEVISION SHOWS



**MISSION IMPOSSIBLE**  
Sunday



**MAYBERRY RFD**  
Monday



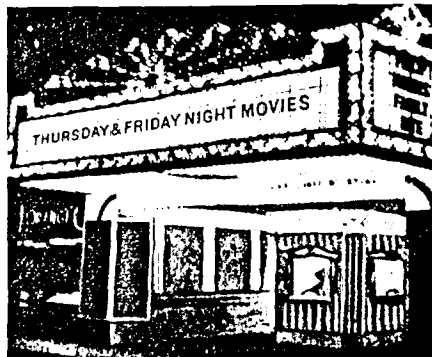
**FAMILY AFFAIR**  
Monday



**RED SKELTON**  
Tuesday



**GREEN ACRES**  
Wednesday



**THURSDAY/FRIDAY NIGHT MOVIES**  
Thursday and Friday

002400067

GUM RANKING CHART  
FACT SHEET

THE OBJECTIVES OF THE GUM RANKING CHART ARE

- . Gain distribution in accounts that aren't stocking TEABERRY and CINNAMINT at present.
- . Increase depth of inventory and display rack locations in the stores already carrying TEABERRY and/or CINNAMINT.

GUM RANKING CHART INSTRUCTIONS

- . How to prepare your gum ranking chart.

Before calling on a gum buyer, visit one of his local stores. Purchase the gum brands 8 through 20 (if carried) as listed on your gum ranking chart. You are now ready to prepare your chart. First, peel off the cover tapes opposite the numbers 8 through 20. Notice there is a sticky glue substance underneath. Now, take each of the gum brands and paste it over its name next to its corresponding number of your chart. Next, write in the location of the store you visited in the blank provided in the sentence between numbers 7 and 8.

- . How you can use the gum ranking chart to improve distribution and increase rack locations of Teaberry and Cinnamint.

Visit your prospective gum buyer and use your gum ranking chart to illustrate TEABERRY and CINNAMINT's advantageous sales position. Tell him that you visited one of his stores listed on the chart, point out that he was not carrying TEABERRY and CINNAMINT, but stocking flavors less popular (8 through 20). Illustrate with the gum ranking chart that TEABERRY and CINNAMINT currently outsell and outrank these less popular flavors he's carrying. Make it obvious to him that he's losing additional gum profits by not stocking our two gums.

In case you find a customer already carrying TEABERRY and/or CINNAMINT use the gum ranking chart to increase the depth of inventory and the display rack locations. Show him how popular our two brands are, and how well they sell. Convince him to increase his placement of TEABERRY and CINNAMINT in every location and to order larger quantities of TEABERRY and CINNAMINT. Tell him that in your estimation he was giving less popular gums more rack locations than our two flavors. Let him know that if he gives us more rack locations, he'll sell more and thus receive larger profits.

THE SOURCES FOR THIS CHART ARE

- . Our national jobber panel.
- . Bi-monthly A. C. Nielsen Reports.
- . Selling Areas - Marketing Inc. (SAMI Reports).

0002400068

# THE TOP 20 SELLING GUMS.

- 1 Wrigley Doublemint
- 2 Wrigley Spearmint
- 3 Wrigley Juicy Fruit
- 4 Dentyne Cinnamon
- 5 Beech-Nut Peppermint

002400069



6

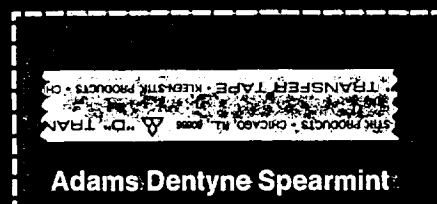


7

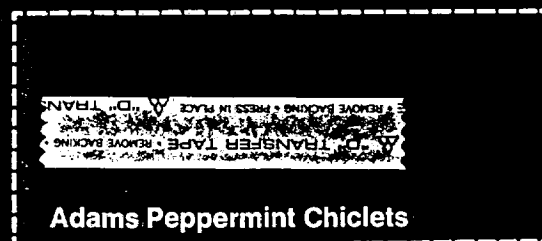


Clark's Teaberry and Cinnamint  
outsell the following gums found  
in your \_\_\_\_\_ store.

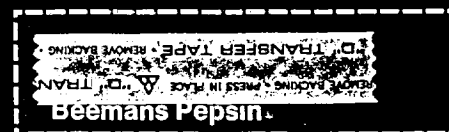
8



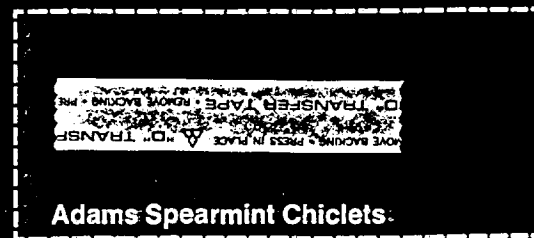
9



10



11



002400070

12



Adams Sour Orange

13



Adams Fruit Flavor Chiclets

14



Beech-Nut Spearmint

15



Beech-Nut Fruit Stripe

16



Adams BlackJack

17



18



Adams Sour Cherry

19



Adams Sour Strawberry

20



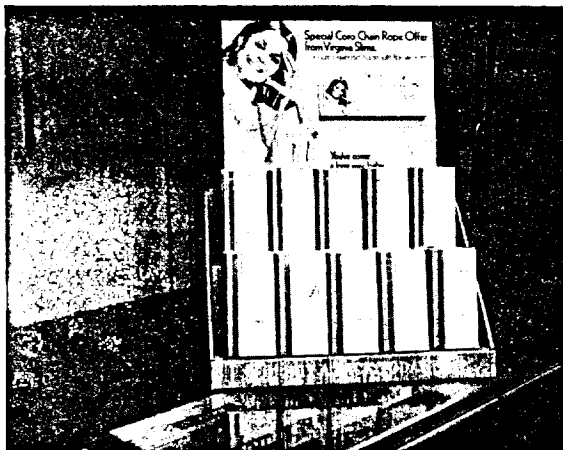
Adams Clove

Source: Nation-wide survey of tobacco and candy jobbers;  
excluding Bubble and Sugarless gums.

# DISPLAY TIPS PRODUCT PROMOTION PLAN

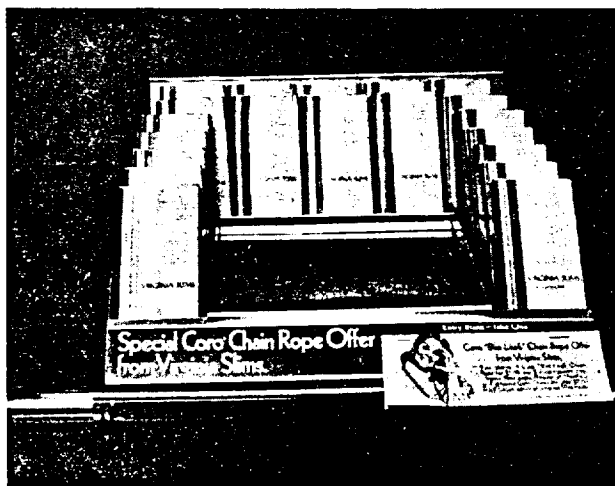
July 2 – July 25, 1969

## 30 PACK DISPLAY



This is the standard "Coro" display that should be used, where possible, in all retail outlets.

## CHANGE TRAY



This display should be used on all counters where we maintain change tray displays.

4002400072

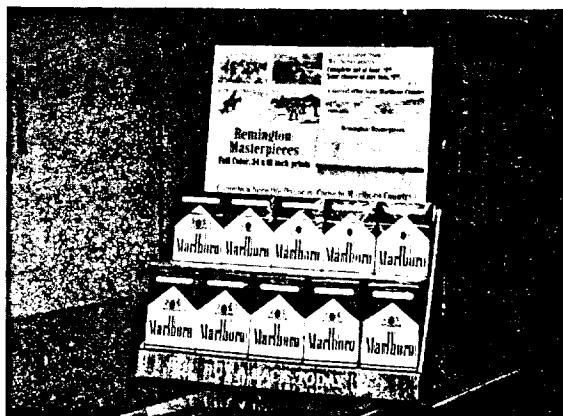
## DISPLAY TIPS

### 24 PACK MERCHANDISER



This display should be used, where possible, to satisfy the requirements for checkout displays in chain stores in accordance with the terms of our merchandising agreement.

### MARLBORO 30 PACK DISPLAY



This display, plus a shelf talker, should offer ample opportunity to re-acquaint consumers with our valuable Remington Prints offer.

4002400073

POINT-OF-SALE KIT  
PRODUCT PROMOTION PLAN  
June 2 - July 25, 1969

002400074

	<u>RM</u>	<u>SSM</u>	<u>AMCS</u>	<u>AMDS</u>	<u>DM</u>	<u>SLSMN</u>	<u>MR</u>
Virginia Slims "Coro" Carton Cards	5	5	10	10	50	100	25
Virginia Slims "Coro" Butterfly Pads w/Coupons	10	10	25	25	250	400	50
Virginia Slims "Coro" Shelf Talkers w/Coupons	5	5	10	10	150	300	25
Virginia Slims "Coro" Change Tray Strips w/Coupons	5	5	10	10	50	25	-
Virginia Slims "Coro" Clerk Offer Envelopes	5	5	5	5	50	200	-
Virginia Slims "Coro" Sampling Leaflets	5	5	10	10	50	400	50
Virginia Slims "Coro" 24 Pack Displays	5	5	5	5	100	200	25
Virginia Slims Trade Brochures *	10	10	30	30	5	5	5
Marlboro Remington Carton Cards	5	10	10	10	50	300	25
Marlboro Remington Butterfly Pads w/Coupons	5	10	10	10	75	350	25
Marlboro Remington Billboard Cards	-	-	-	-	50	-	-
Marlboro Miniature Billboards	-	-	-	-	50	-	-
30 Pack Counter Displays	-	-	-	-	25	25	-
24 Pack Counter Displays	-	-	-	-	25	25	-
18 Pack Counter Displays	-	-	-	-	25	25	-
Daily Work Records	-	-	-	-	-	1	1
Masking Tape	-	-	-	-	1	1	-
Retail Order Books	-	-	-	-	1	1	-

\* Will be shipped separately

RECAP FORM  
PRODUCT PROMOTION PLAN  
June 2 - July 25, 1969

RETAIL SALES TEAM

VIRGINIA SLIMS "CORO" SALE AND DISPLAY

NO. OF MEN	NO. OF CALLS	NO. OF CARTONS SOLD		NO. OF DISPLAYS PLACED
		FILTER	MENTHOL	

MARLBORO REMINGTON PRINT SALE AND DISPLAY OFFER

NO. OF MEN	NO. OF CALLS	NO. OF CARTONS SOLD			NO. OF DISPLAYS PLACED
		RED	GOLD	GREEN	

VIRGINIA SLIMS STORE SALES (1 PACK FREE WITH 2 PACKS)

REPORT ON:	JUNE			JULY			TOTAL
	13	20	27	11	18	25	
No. of Men Assigned to Store Sales							----
No. of Sales (Locations)							
No. of 2 Pack Units Sold							
Filter							
Menthol							
No. of Gratis Packs Used							
Cost of Gratis							

002400075

CLARK'S DI-ET GUM OFFER

NO. OF MEN	NO. OF CALLS	SALES IN BOXES				NO. OF 3 BOX OFFERS SOLD	NO. OF GRATIS SUGAR BOXES USED	COST OF GRATIS WHLSE.
		FRUIT	PEP.	SPEARMINT	CINNAMON			

RECAP FORM  
PRODUCT PROMOTION PLAN  
June 2 - July 25, 1969

RETAIL SALES TEAM

VIRGINIA SLIMS "CORO" SALE AND DISPLAY

NO. OF MEN	NO. OF CALLS	NO. OF CARTONS SOLD		NO. OF DISPLAYS PLACED
		FILTER	MENTHOL	

MARLBORO REMINGTON PRINT SALE AND DISPLAY OFFER

NO. OF MEN	NO. OF CALLS	NO. OF CARTONS SOLD			NO. OF DISPLAYS PLACED
		RED	GOLD	GREEN	

VIRGINIA SLIMS STORE SALES (1 PACK FREE WITH 2 PACKS)

REPORT ON:	JUNE			JULY			TOTAL
	13	20	27	11	18	25	
No. of Men Assigned to Store Sales							-----
No. of Sales (Locations)							
No. of 2 Pack Units Sold							
Filter							
Menthol							
No. of Gratis Packs Used							
Cost of Gratis							

4002400076

CLARK'S DI-ET GUM OFFER

NO. OF MEN	NO. OF CALLS	SALES IN BOXES				NO. OF 3 BOX OFFERS SOLD	NO. OF GRATIS SUGAR BOXES USED	COST OF GRATIS @ WHLSE.
		FRUIT	PEP.	SPEARMINT	CINNAMON			

## SALESMAN'S EXPENSE VOUCHER

DO NOT  
WRITE HERE

**Duplicate - Mail To Immediate Superior**

0002400077